

The Importance of Branding and Marketing a Student Run Agency

An Honors Thesis (HONR 499)

By

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Muncie, Indiana

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Abstract

Student run full service agencies are increasing in popularity at countless major communication universities across the country. Central Michigan's agency, Media Cafe, produces thousands of dollars in revenue from the services they provide each year. Glyphix, a student run design agency at Kent State has won countless awards while providing services to local clients. Few people recognize however, that a similar student run, full service agency exists in the Muncie community. Located on Ball State's campus in the Department of Journalism, The McKinley Avenue Agency employs over 20 students, provides services ranging from design to event planning and reinvests its revenue back into student opportunity. This lack of awareness in the Muncie community about the McKinley Avenue Agency and the services it provides results in a loss of opportunity for Ball State University students and businesses in Muncie.

Acknowledgments

I would like to acknowledge Kim Green for her guidance and support in my honors thesis, academics and extracurriculars. Accomplishing this task would not have been possible without her support.

I would also like to acknowledge McKinley Avenue Agency advisor Betsy Meyer and Journalism Department Chair Johnny Sparks for both their support in this endeavour.

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Process Analysis Statement

Located in Ball State University's Department of Journalism, Unified Media Advertising and Creative Sales (UMAC) has been selling advertisement into student produced media for years. New opportunities for the organization, the changing media landscape and demands by clients for a wider variety of services, influenced the UMAC to transform.

In August 2017, the McKinley Avenue Agency was launched. While many UMAC services are still provided, additional services are being offered. The student run agency employs over 20 students, generates hundreds of thousands of dollars for student media groups, serves 200+ clients and provides services ranging from design to event planning.

While the new name and extension in services is exciting, it created confusion and a lack of awareness and recognition of the brand and its services. This failure of recognition could result in both a loss of opportunity for Ball State University students and failure to meet business needs in the Muncie community. The necessity to inform clients, students and faculty, raise awareness of this brand in the community and its clientele and develop a cohesive brand became apparent.

My goal was to develop and implement a strategic communications campaign for the McKinley Avenue Agency to raise awareness of the agency, its new name and its expanded services. I began by researching and analyzing other businesses' effective branding campaigns and previous UMAC campaigns. This exercise allowed me to learn from the past while collecting ideas for the future. Next, I sat down and developed a strategic communications plan to lay out the plan for how I will achieve my goal of raising awareness. After the strategic plan was revised and reviewed by agency leadership, I began implementing many of the tactics laid out in the strategic communications plan. Finally, any tactics that could not be implemented presently, were proposed and prepared for future implementation.

Through the research, development, planning and implementation of the following campaign, I was able to achieve my goal of raising awareness of the agency, its name and expanded services. The tactics implemented led thousands of business leaders to become aware of the McKinley Avenue Agency, gained hundreds of agency followers on social media and drove hundreds more to view the agency's new website. Finally, the campaign successfully retained and transitioned the existing client base into The McKinley Avenue Agency, while increasing the number of new clientele.

Strategic Communications Plan



Strategic Communications Plan

Fall 2017- Fall 2018

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Executive Summary

McKinley Avenue Agency is a student-run, full-service advertising agency, that is part of the Unified Media Alliance. The McKinley Avenue Agency works to empower local businesses and garner professional expertise through a variety of creative, innovative and strategic solutions. While achieving this goal, the agency provides students with paid positions in the field of their study.

The goal of this McKinley Avenue Agency strategic plan is to increase awareness of the agency throughout the Muncie and Ball State University communities.

Through this plan, the Muncie and Ball State University communities will gain an awareness of the McKinley Avenue Agency, the services the agency provides and the opportunities utilizing McKinley Avenue provide for student employees. By achieving the goals the McKinley Avenue Agency have set in place, the organization will be well-known throughout the Muncie community which will result in increased revenue and student involvement.

Situation Analysis

The McKinley Avenue Agency is a student-run, full-service advertising agency on Ball State University's campus. The McKinley Avenue Agency works to empower local businesses and garner professional expertise through a variety of creative, innovative and strategic solutions. The McKinley Avenue Agency represents and offers media sales into Ball State University's award-winning Unified Media including, but not limited to, The Ball State Daily News, Ball Bearings magazine and Newslink Indiana. Media sales, creative services, social media sales and management and events and promotions are a few of the many services the agency offers to campus and community clients. The McKinley Avenue Agency strives to transform local and campus communities through bold and creative partnerships while providing students with the opportunity to gain experience in their field of study.

Target Audience

There are two specific groups The McKinley Avenue Agency will target: Ball State University students and the Muncie community.

The McKinley Avenue Agency is a full service agency that provides services to businesses in the Muncie Community. The agency's success is dependent on local client awareness and utilization of the agency's services. By targeting business in the Muncie community, the McKinley Avenue Agency will see an increase in revenue, will have the ability to serve and meet local businesses needs and will be able to provide and fund educational opportunities, not just in the agency, but for other unified media organizations.

In addition to recruiting and maintaining local clients, The McKinley Avenue Agency depends on qualified and motivated student employees. Making students aware of the agency, the work we conduct and the benefits of working for the agency is vital in the success of the agency. Students from the College of Communication, Information and Media or the Miller College of Business are prime candidates for agency positions.

By targeting these two groups, the McKinley Avenue Agency will establish a reputable brand, create strong relationships with local businesses and attract Ball State University students.

SWOT Analysis

Strengths

- Ball State University Faculty support
- Loyal clients
- Strong name recognition of media groups

Weaknesses

- Limited budget and resources
- Consistent turnover in employees

Opportunities

- Expansion of new services
- Feeder program (development program) for talent
- Partnerships with other on- campus organizations

Threats

- Decline in attractiveness of media sales
- Changing social media landscape
- Muncie Star Press
- Other student/ local agencies

Goals and Objectives

Goal 1: Raise awareness of the agency among community businesses and potential clients.

Objective One: Continue to communicate the transition from UML sales to McKinley Avenue Agency to over 300 existing clients.

- **Strategy: Develop events, presentations, and content to encourage our clients to understand the transition.**
 - **Tactic 1: Mail out a commercial letter explaining the new agency to each existing client.**
 - **Tactic 2: Host an event designed to increase morale and awareness surrounding the new agency.**
 - **Tactic 3: Present to the Muncie Chamber of Commerce members to “Muncie on the Move” presentation.**
 - **Tactic 4: Email blasts to existing clients regarding the new agency.**

Objective Two: Communicate new services offered by McKinley Avenue Agency to all existing, potential and future clients.

- **Strategy: Develop events, presentations, and content to encourage our clients to understand the transition.**
 - **Tactic 1: Create a script to be used when explaining, and pitching, the agency to new clients.**
 - **Tactic 2: Develop a promotional video about McKinley Avenue new services.**

- Tactic 3: Design a brochure that addresses McKinley Avenue and their new services.
- Tactic 4: Develop a website that promotes the McKinley Avenue Agency and their new services.
- Tactic 5: Create a presentation to present to clients that explains McKinley Avenue Agency and its new services.

Objective Three: By the start of the Fall 2018 semester, have all branding materials done for community client distribution.

- **Strategy:** Develop branded printed and tangible materials for a cohesive agency image.
 - Tactic 1: Create a cohesive, branded presentation template to use when presenting to clients.
 - Tactic 2: Create a branded brochure template.
 - Tactic 3: Create a branded letterhead.
 - Tactic 4: Create a branded envelope.
 - Tactic 5: Create a branded postcard.
 - Tactic 6: Create and distribute branded promotional items to be used by the sales team and clients.
 - Tactic 7: Create branded business cards.
 - Tactic 8: Develop and organize a branded design guide.
 - Tactic 9: Branded apparel to be worn by agency employees.

Goal 2: Raise awareness of the agency among the Ball State University student body.

Objective One: Have a 20% awareness rate of the agency by the completion of 2018 Freshman Orientation.

- **Strategy: Creating, distributing and presenting promotional materials and speeches.**
 - **Tactic 1: Create a brochure and include in orientation bags.**
 - **Tactic 2: Present a 30-second segment about the student media to parents and students.**
 - **Tactic 3: Host a table in Prius during placement exams.**

Objective Two: To engage with 80% relevant audiences during the first month of classes of Fall 2018 semester.

- **Strategy: Developing presentations and promotional materials for relevant departments and prospective individuals on campus.**
 - **Tactic 1: Visit relevant student organizations' call out meetings.**
 - **Tactic 2: Visit and present to relevant Journalism classes.**
 - **Tactic 3: Visit and present to relevant business/sales classes.**
 - **Tactic 4: Host a call out event for interested students.**
 - **Tactic 5: Host a table and contest at Fall 2018 Superparty.**
 - **Tactic 6: Host a table and contest at Fall 2018 Activity Fair.**
 - **Tactic 7: Attend department student leader meetings to raise awareness of the agency.**
 - **Tactic 8: Host a Professional in Residence (PIR) for relevant students.**

Evaluation

The McKinley Avenue Agency can track future communications and sales events, presentations or reports. This can be accomplished by analytics, sales reports, revenue reports, employee interest/ applicants and data evaluation. Analytics through social media platforms can enhance engagement among audiences. Tracking click rates, page visits, prospective client emails and phone calls will allow the McKinley Avenue Agency to measure the effects of this plan.

These tools will help measure the success of the agency's social media presence. Tracking will show how the McKinley Avenue Agency is interacting with its target audiences and how its audiences are interacting back.

- Google Analytics - Facebook, Twitter, Instagram
- Facebook Insights
- Twitter Analytics
- Wordpress Analytics

Budget

Item	Cost
Branded business cards	\$155
Mail out a commercial letter	\$250
Develop a website	\$61
Present at "Muncie on the Move"	\$450
Create a brochure	\$130
Host an event to increase morale and awareness	\$1,000
Branded apparel to be worn by agency employees.	\$0
Create and distribute branded promotional items (pens/ mints)	\$92
Host a call out event for interested students.	\$50
Create a brochure and include in orientation bags.	\$130
Total	\$2,318

Timeline

November 2017

- Create branded business cards.
- Create a presentation to present to clients that explains McKinley Avenue Agency and their new services.
- Mail out a commercial letter explaining the new agency to each existing client.
- Develop and organize a branded design guide.
- Attend department student leader meetings to raise awareness of the agency.

December 2017

January 2018

- Develop a website
- Promotional video about McKinley Avenue new services
- Brochure that addresses McKinley Avenue and their new services.
- Create and distribute branded pens to be used by the sales team and clients.

February 2018

- Present to the Muncie Chamber of Commerce members to “Muncie on the Move” presentation.

March 2018

- Branded apparel to be worn by agency employees.
- Email blasts to existing clients regarding the new agency.

April 2018

- Create a cohesive, branded presentation template to use when presenting to clients.
- Create a branded brochure template.
- Create a branded letterhead.
- Create a branded envelope.
- Create a branded postcard.

May 2018

- Create a brochure and include in orientation bags.

June 2018

- Present a 30 second segment about the agency to parents and students.

- Host a table in Prius during placement exams

Fall (August- November 2018)

- Visit relevant student organizations' call out meetings.
- Host an event designed to increase morale and awareness surrounding the new agency.
- Visit and present to relevant Journalism classes.
- Visit and present to relevant business/sales classes.
- Host a call out event for interested students.
- Host a table and contest at Fall 2018 Superparty.
- Host a table and contest at Fall 2018 Activity Fair.
- Host a Professional in Residence (PIR) for relevant students.

Supplemental Content
Thank You Card



Branded Business Cards

Front:

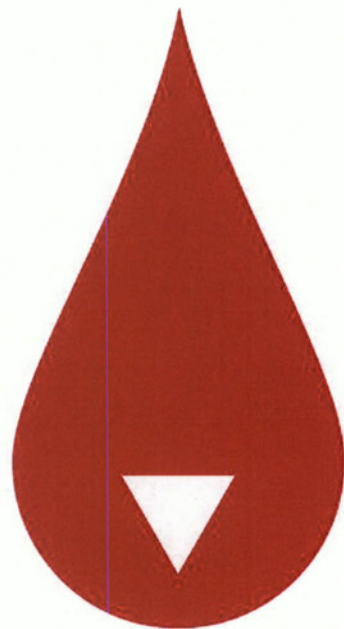


Back(s):



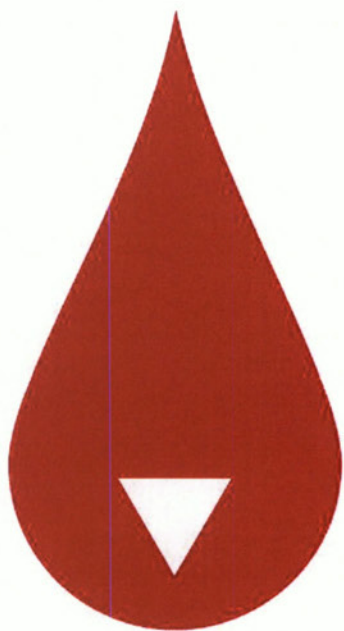
**SALES & ACCOUNT
MANAGEMENT TEAM**

DAILYNEWSADS@BSU.EDU
(765) 285-8256



**ACCOUNT MANAGER/
SALES EXECUTIVE**

DAILYNEWSADS@BSU.EDU
(765) 285-8256



Mints



Powerpoint Presentation

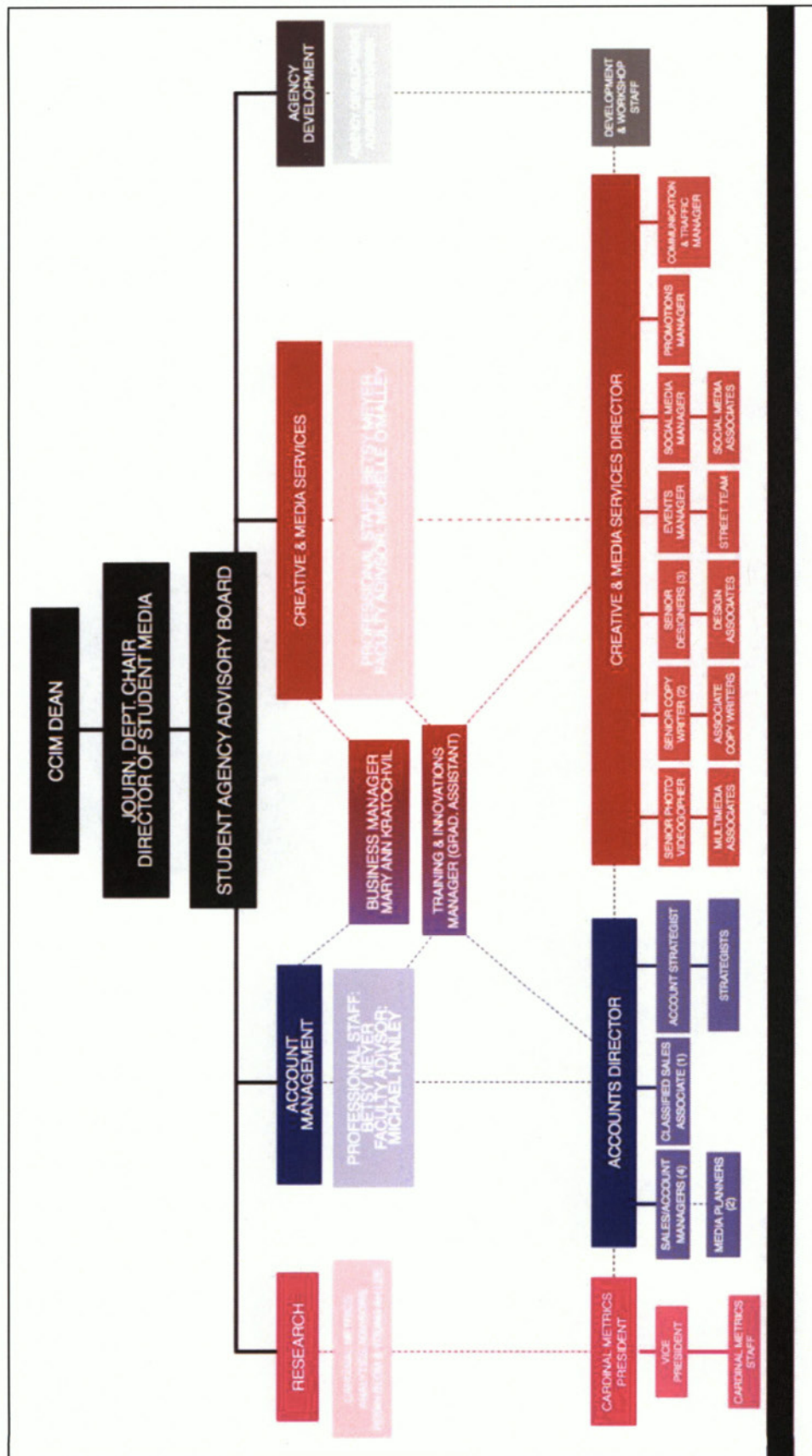


Who We Are

- We are the advertising, sales and public relations arm of Unified Media (Collaboration of student media organizations including The Daily News, Ball Bearings, Byte, SportsLink, Newslink, etc)
- Our team of professionals from the world of journalism and advertising completes tasks such as developing proposals and media plans, selling advertising, designing creative, engaging in marketing and promotional events for both community and campus customers.

What We Do

- **Street Team-** Distributing flyers, posters and product samples
- **Social Media-** Develop strategic plans and meaningful content
- **Print Advertising-** The Daily News advertisements
- **Digital Advertising-** Sponsored content on The Daily.com
- **Events-** Student Media Day, The Roost, Best of Ball State
- **Promotions-** Orientation Contest, Homecoming Week, Coupon Book
- **Design-** Develop brand image (logos, flyers, posters to t-shirts)
- **Website Design and Building**



Connect and Contact



Ball State Daily



@BallStateDaily



mckinlevave@bsu.edu



AJ 246

Commercial Letter



Hello,

We have some exciting news to share! You may have known us as Ball State Daily News Advertising of UMAC, but we have recently transitioned from just media sales to a fully functioning advertising agency, the McKinley Avenue Agency.

Our new services are listed below:

- Website Design
- Logo Design
- Photography/ Videography
- Sponsored Content
- Public Relations Campaigns
- Social Media
 - Have our social media team manage your accounts
 - Have our team develop content promoting your business on social media
- Street Team Marketing
 - Put the McKinley Avenue Street Team to work by creating special events to drive traffic to your business. Whether it's distributing flyers, tabling events, or dressing up in funny costumes, we are sure to draw attention to your business

As always, don't forget about publishing a print advertisement in the Daily News. The Daily News is a once-a-week student-directed newspaper. 10,000 tabloid-sized editions are printed on Thursdays during the academic year. There are plenty of affordable options from advertisements the size of a business card, to an eight page spread. You can't go wrong when you advertise through an award-winning newspaper distributed to all Ball State University buildings in addition to 20 off-campus locations. Finally, traffic to BallStateDaily.com continues to increase proving that advertisements online will provide your business with a lot of exposure.

Supporting the McKinley Avenue Agency through purchasing advertisements, creative services or sponsorships, does much more than simply promote your business. The revenue generated from advertising sales is directly reinvested into all student media groups. The experience gained by the students in these programs is crucial to their education, and ultimately leads to their future employment and success.

If you're interested in the services we have to offer, don't hesitate to give us a call at (765) 285-8256, Monday through Friday 9a.m.-5p.m. or send us an email at dailynewsads@bsu.edu

Thank you,
The McKinley Avenue Agency

Website

Mckinleyavenue.com



How We Work

#1 Our account managers and sales executives help match business needs with McKinley Avenue services and products. They help create mutually beneficial relationships that foster successful results - both for the business and for our team's educational experience.

#2 We then look internally to our award-winning creative team in order to determine what the strongest strategy is for producing quality results for our clients. With our wide variety of services and products, we will be able to find a perfect fit for any business, big or small.

#3 Next, account managers present a complete proposal to the client. Once approved, we can begin implementing the approved tactics. Our goal is to create a solid customer base that feels empowered to promote our agency.

#4 Our last step is continued follow up with our client. We feel strongly about making sure the strategies chosen are delivering positive results. We want to develop good relationships with our clients, receive feedback on the overall client experience and always be on the look out for places where we can grow.

Our Core Values

Ceaseless Creativity

We seek to be innovative and imaginative in all that we do, greeting each new challenge with a fresh perspective that drives our process.

Authentic Storytelling

We aim to be trustworthy authors of our partners' stories, explicitly sharing their personal values and beliefs in a compelling way.

Strategic Collaboration

We aspire to partner with like-minded groups and individuals with whom we can work together to create the most impactful solutions.

Unparalleled Experience

We endeavor to equip students with a breadth of professional-level experience and spark lifelong success in the advertising and communications fields.

Vibrant Community

We desire to develop a more active and dynamic space, both on campus and off, for passionate individuals to share in their success.

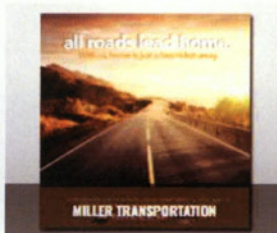
THE MCKINLEY AVENUE AGENCY

A student-run advertising, strategic communications, & media sales agency at Ball State University

[HOME](#)
[ABOUT](#)
[SERVICES](#)
[OUR WORK](#)
[GET IN TOUCH](#)
[Q](#)

Our Work

FILTER BY CATEGORY



1 2 →

Promotional Video

<https://www.youtube.com/watch?v=dUiXo06q1OQ&t=63s>

The McKinley Avenue Agency Promotional Video Script

On Ball State University's campus, something exciting is happening. A full service, advertising and public relations agency has emerged that is run by students, led by students, selling advertising in media created and produced by students for students as well as providing strategic communication services to a variety of clients.

While Daily News sales and advertising has been in existence for decades, the effectiveness and readership of print advertisements has changed dramatically in recent years. We recognized this change and knew our business had to adapt. In addition, new structures in advertising and public relations confirmed we could provide the best experience for our students with an expanded agency vision. In Fall 2017, The McKinley Avenue Agency launched as we transitioned from a media sales company to a fully functioning strategic communication agency.

The McKinley Avenue Agency offers a new array of services to meet the demands of the new advertising and public relations climate. Website design, logo and graphic design and photography/videography are just a few. Our Street Team Marketing services create special events to drive traffic to your business by hosting events, distributing flyers and handing out promotional items. Our writers can generate press releases and other content to reach your target audiences.

Our social media team can manage your social media platforms, develop and implement innovative campaigns and draft and schedule content that is sure to create buzz for your business. In collaboration with our street team, contests can be planned and implemented to drive traffic to your business and result in revenue.

In addition to these new services, we continue to offer print advertisements in the Daily News. The Daily News is a once-a-week student-directed newspaper. On Thursdays, 10,000 tabloid- sized editions are printed and distributed to all Ball State University buildings and 20 off-campus locations. Plenty of affordable options from advertisements the size of a business card, an eighth page ad to a sixth page ad are offered. Additionally, print advertisements in the student produced, semesterly magazine, Ball Bearings are available. Finally, Newslink Indiana, Ball State's emmy award winning television show also provides advertisement opportunities with 30 second spots. With media outlets that have won over XX awards, you can't go wrong.

Another advertising option is BallStateDaily.com. Our online news site continues to experience increases in traffic, views and social media shares, providing your business with exposure like never before.

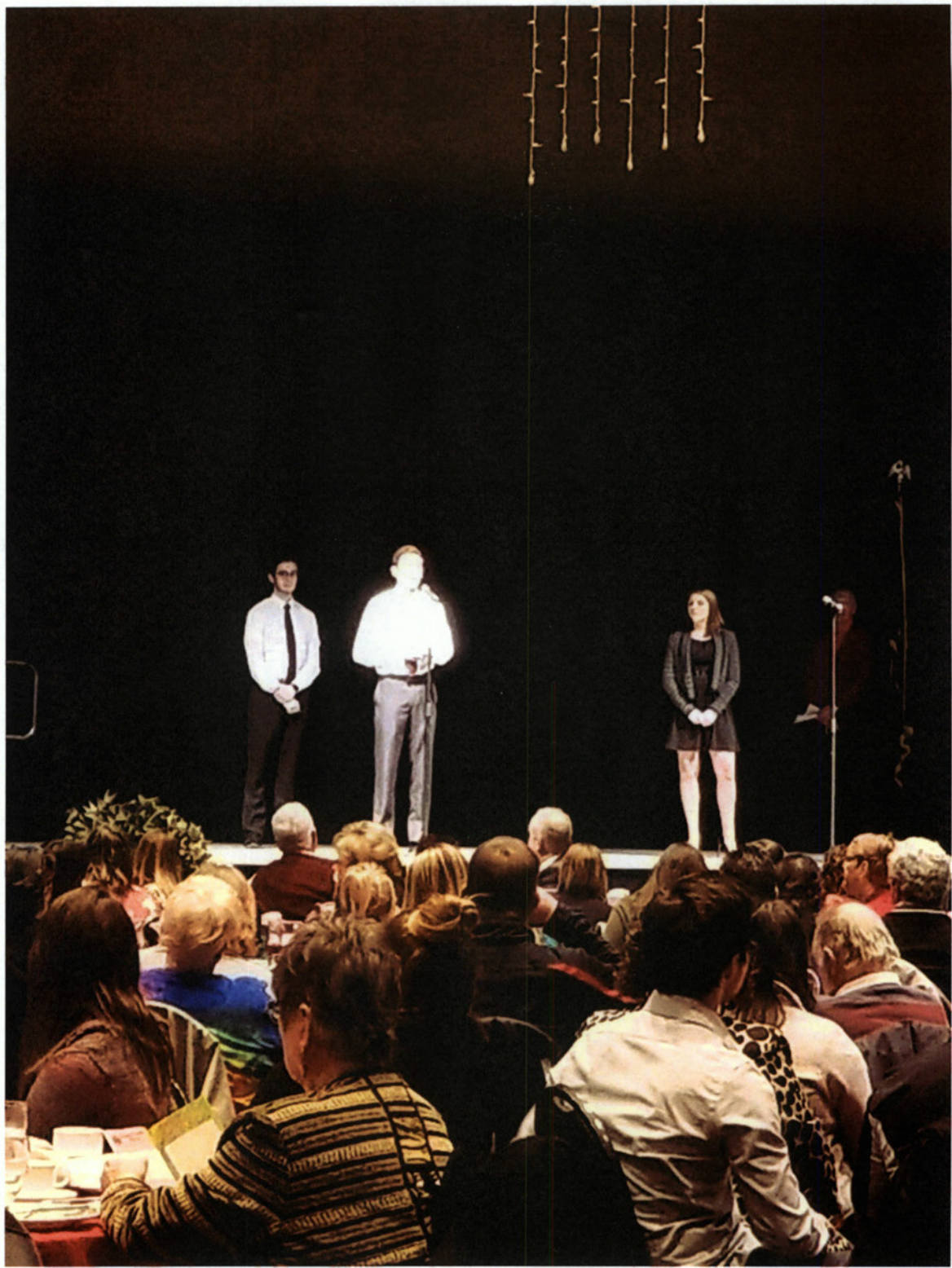
These are just a few of the countless ways The McKinley Avenue Agency can assist you...and we haven't even gotten to the best part.

Utilizing The McKinley Avenue Agency's services does more than promote your business. The revenue generated from advertising sales and public relations work is directly reinvested into the Ball State University Unified Media student media groups. Your investment in The McKinley Avenue Agency is an investment in students' education and experience. Working with your business allows students the opportunity to gain experience in their respective programs and fields.

The McKinley Avenue Agency will assist your business as you navigate the ever changing climate of advertising and communication. Our students are eager to meet and satisfy your advertising needs. A full service, advertising and sales agency has emerged that is run by students, led by students, selling advertising in media created and produced by students for students as well as provided services to promote your business or organization and the Muncie community - we promise, you'll be amazed.

“Muncie on the Move” Presentation







WE ARE THE MCKINLEY AVENUE AGENCY

We work to empower local businesses and garner professional expertise through a variety of creative, innovative and strategic solutions. Through our work, we strive to transform the local and campus communities through bold, creative partnerships and to produce the next generation of revolutionary advertising and communications professionals.

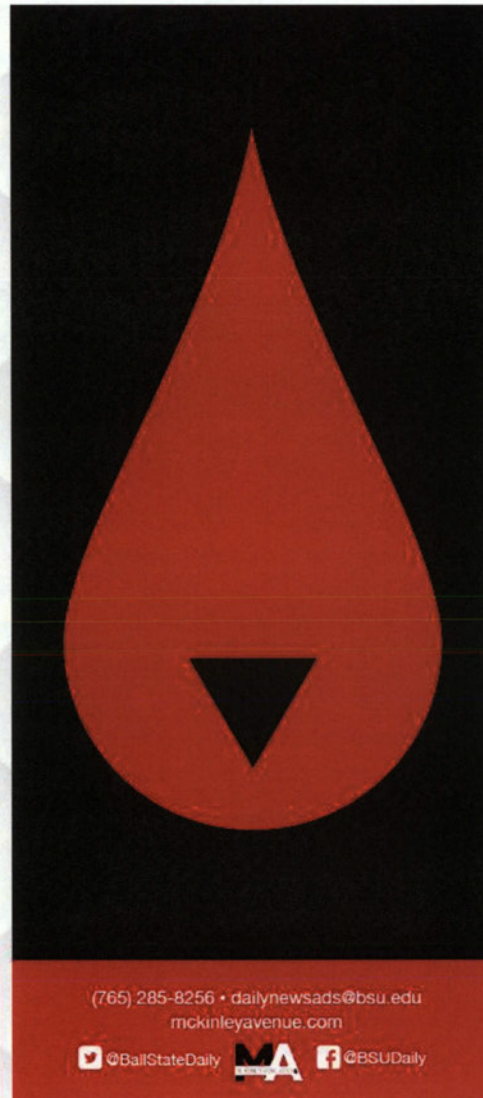
HOW WE WORK

Our account managers and sales executives help match business' needs with McKinley Avenue services and products. They help create mutually-beneficial relationships that foster successful results - both for the business and for our team's educational experience.

We then look internally to our award-winning creative team in order to determine what the strongest strategy is for producing quality results for our clients. With our wide variety of services and products, we will be able to find a perfect fit for any business, big or small.

Next, account managers present a complete proposal to the client. Once approved, we can begin implementing the approved tactics. Our goal is to create a satisfied customer base that feels empowered to promote our agency.

Our last step is continued follow up with our client. We feel strongly about making sure the strategies chosen are delivering positive results. We want to develop good relationships with our clients, receive feedback on the overall client experience and always be on the look out for places where we can grow.



A STUDENT-RUN ADVERTISING, STRATEGIC COMMUNICATIONS
& MEDIA SALES AGENCY AT BALL STATE UNIVERSITY

CEASELESS CREATIVITY
AUTHENTIC STORYTELLING
STRATEGIC COLLABORATION
UNPARALLELED EXPERIENCE
VIBRANT COMMUNITY

MCKINLEYAVENUE.COM

(765) 285-8256 • dailynewsads@bsu.edu
mckinleyavenue.com

[@BallStateDaily](https://twitter.com/BallStateDaily)  [@BSUDaily](https://facebook.com/BSUDaily)



SERVICES

The Media Sales team has a wide offering of products and services to provide to our clients. With a wide range of multimedia platforms at our disposal, clients are able to reach students, faculty and staff in a variety of ways. This allows for the creation of the most effective campaigns to be implemented across campus. Below you will find some of the most popular options for our customers.

MEDIA SALES

The Daily News

With 10,000 copies produced, this student-run newspaper reaches both on-campus publics, as well as 20 off-campus sites.



The Ball State Daily

This online presence connects all of the Ball State University student media groups through engaging and unique content.

Ball Bearings Magazine

This perfect-bound magazine is printed twice a year, and published monthly on BallStateDaily.com.

Newslink

This award-winning live broadcast reaches all of Delaware County via cable and is aired online at BallStateDaily.com.

The Roost

An average of 2,400 people utilize this housing fair every semester in an effort to find housing options online, face-to-face and in print.

SOCIAL MEDIA

Advertise on Social Media

With over 1,700 followers, your message will reach a wide audience of Ball State students, faculty and staff.



Social Media Management

Allow your social media accounts to be managed and developed by the McKinley Avenue social media team to further engage with your audience.

CREATIVE

Sponsored Content

Our writers can help write your businesses' story in your own words.



Design

Our creative team can help your business develop an authentic brand image across all platforms, taking your image to the next level.

Website Design and Auditing

Our team of writers and designers can develop copy and design for your website while auditing it to ensure a strong digital presence.

EVENTS AND PROMOTION

Street Team

With strategic thinking, locations and creative materials, logistics of our events are carefully assessed to ensure maximum audience reach.



Roost Housing Fair

Held in a central location on campus, this event draws in hundreds of students each year and is a great opportunity to get your business exposure.

Welcome to Ball State

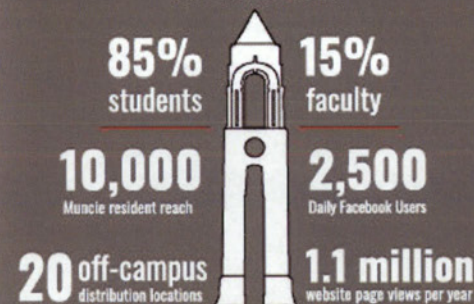
Thousands of Ball State freshman get our informational packer to learn more about the Ball State life -- a great way to get your business exposure!

Best of Ball State

Our agency creates a way that allows students to determine what is considered the "best" in Muncie.



Our Audience



Client Appreciation Event

Date/ Time

Late September 2018

Thursday, 5- 7 p.m.

Location

E.B. and Bertha C. Ball Center

400 W Minnetrista Blvd, Muncie, IN 47303

\$25 per hour/ 2 hours

Catering

Beef Empanadas

Chicken Pesto Tarts

Chicken Salad Tarts

Roasted Vegetable & Gouda Tarts

Event Timeline

4:30 p.m.- Doors open

5p.m.- Acapella group sings

5:30 p.m.- Introduction by Chairman Johnny Sparks

5:45 p.m.- Agency leadership speaks

6:30 p.m.- Bar closes

Budget

Venue- \$50

Catering- \$244

Email Newsletter



At the McKinley Avenue Agency, we work to empower local businesses and garner professional expertise through a variety of creative, innovative and strategic solutions. Through our work, we strive to transform the local and campus communities through bold creative partnerships and to produce the next generation of revolutionary advertising and communications professionals.

Everyday, we create numerous solutions for our clients, while building countless relationships. Our first, and most important job is to take care of our customers, and we take this job very seriously. This newsletter is an effort to continuously maintain those relationships and keep our partners and publics up-to-date with our operations.

Agency Updates:

We are introducing a new type of Classified ad that includes new design, formatting, pricing and publishing options. We are calling it The Marketplace. It offers our customers more for their investment as well as opportunities for more businesses to take advantage of reaching our audience at Ball State University.

Some of the new features include:

- Larger ads with color, graphics or photos included in the price.
- No more paying by line or number of days.
- Print and digital publishing for one price.
- Coupons can be included.
- Comparable pricing: One month on The Marketplace is cheaper than running a five-line Classified for a month.
- Increased marketing and promotion of The Marketplace to the campus community and beyond. We will be telling everyone, everywhere about our new product!

Meet the Team:



Meet Nick Ash, Events Manager. Nick is a sophomore, marketing major from Carmel, Indiana. He joined the team in 2016 to get involved and gain experience in marketing. Some of his favorite memories with the agency are the team-building pizza parties and winning The Bed Race during Homecoming Week. Nick hopes to work for a market research firm or become a financial analyst after his time at Ball State.

Nick would love to work with you to host grassroots initiatives on Ball State's campus.

The Superstar Strategy:

James Molin, one of our sales reps, sold a street team event to The Vie! This event, on Ball State University's campus, promoted the different facilities, prices and amenities that The Vie offers to their residents. McKinley Avenue will also be featuring The Vie in the Online Housing Guide for The Roost. We were able to provide our customer with a premium position full page ad in an edition of the Ball State Daily News, which will be seen by thousands of campus students, local businesses and community members.

Upcoming Opportunities:

Best of Ball State

Have you ever wondered what it takes to be the "Best of Ball State"? Our agency works to create a way that allows students to determine what is considered the "best" in Muncie, and you could be a part of this! Contact your sales rep today if you are interested!

Welcome to Ball State!

Every year, thousands of Ball State freshman come to campus to learn more about what it takes to be a Ball State Cardinal. And one of the first organizations they see is the Ball State Daily. With an informational packet in hand, we welcome future Cardinals to orientation and send them along their way to a bright future. Want to find out more? Contact your sales rep today!

We'd Love to Hear from You!

Do you have any questions about what we do at The McKinley Avenue Agency? Please reach out to us! We love to hear from our customers!

Email: mckinleyave@bsu.edu

Facebook: [@McKinleyAvenueAgency](https://www.facebook.com/McKinleyAvenueAgency)

Twitter: [@McKinleyAvenue](https://twitter.com/McKinleyAvenue)

Thank you for your *time, loyalty* and *dedication* to excellence.
From all of us here at The McKinley Avenue Agency.



Branded Letterhead



ART & JOURNALISM BUILDING, ROOM 246, BALL STATE UNIVERSITY, MUNCIE, IN
PHONE: (765) 285-8256 | EMAIL: MCKINLEYAVE@BSU.EDU

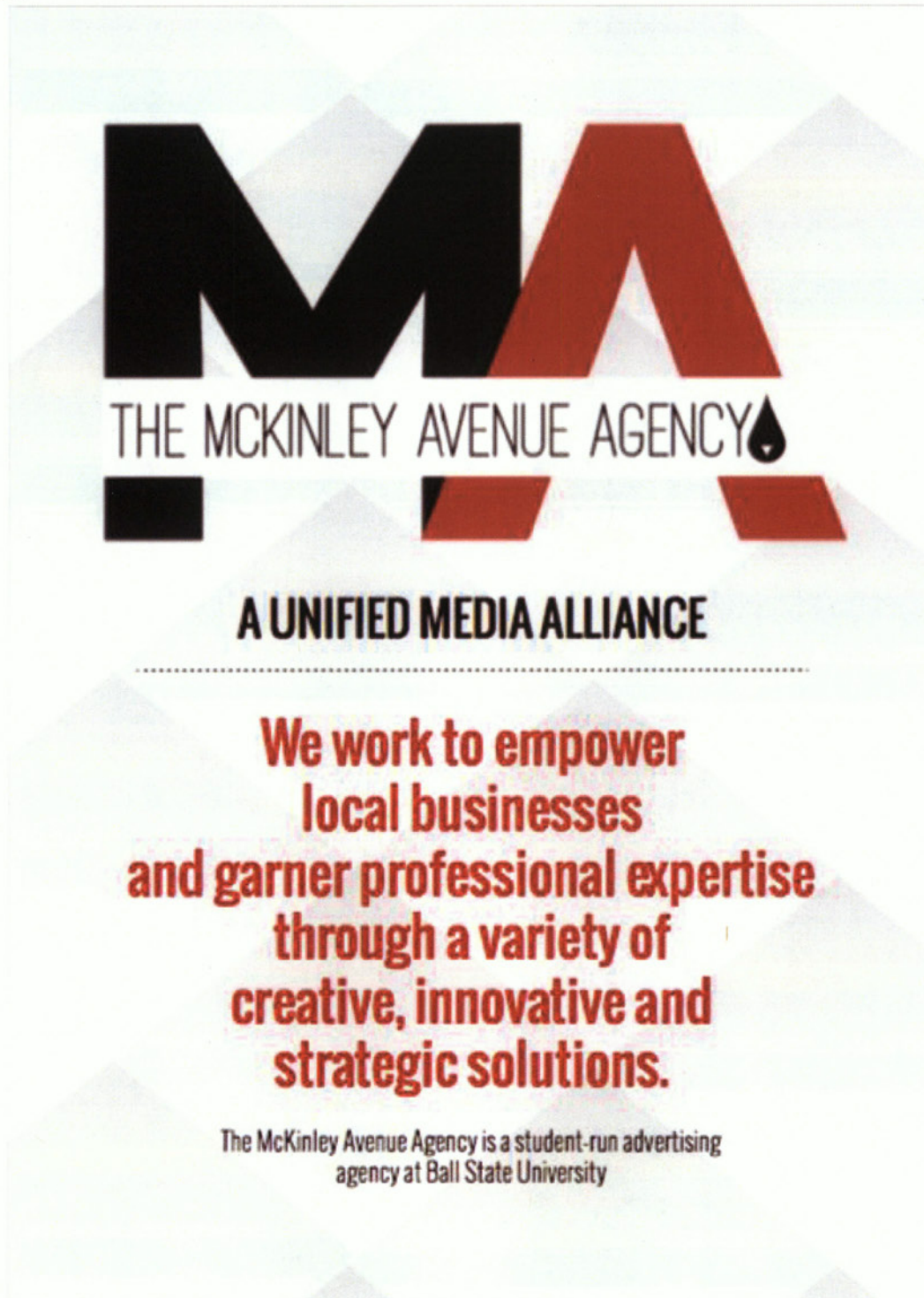
Branded Envelope



Ball State University
Art & Journalism Building, Room 246
Muncie, IN 47306-0481


Branded Postcard

Front:




Back:


Our Services




Media Sales



Creative Services



Social Media



Events and Promotion

Our Audience

85%
students


15%
faculty

10,000
Muncie resident reach




2,500
Daily Facebook Users

20 off-campus
distribution locations

1.1 million
website page views per year




(765) 285-8256 • dailynewsads@bsu.edu • mckinleyavenue.com

 @BallStateDaily   @BSUDaily

Social Media


Facebook:



McKinley Avenue Agency
@McKinleyAvenueAgency

- Home
- Services
- Reviews
- Photos
- Posts
- About
- Community

Create a Page



Liked Following Recommend ...

Send Email Send Message

Status Photo/Video

Write something on this Page...

Services

Media Sales and Advertising

Promote your business to the Ball State and Muncie communities t...

Graphics and Design

Our creative team will help your business develop an authentic bra...

Marketing and Promotional Events

Our Street Team Marketing services create special events to drive t...

See All

Advertising Agency in Muncie, Indiana

5.0 ★★★★★

Open Now

Who we are: Past and Present

Since the first publication of Ball State's student newspaper, a student-run sales and advertising o...

See More

What's New

A group was added: McKinley Avenue Alumni Network.

Community

See All

Invite your friends to like this Page

78 people like this

78 people follow this



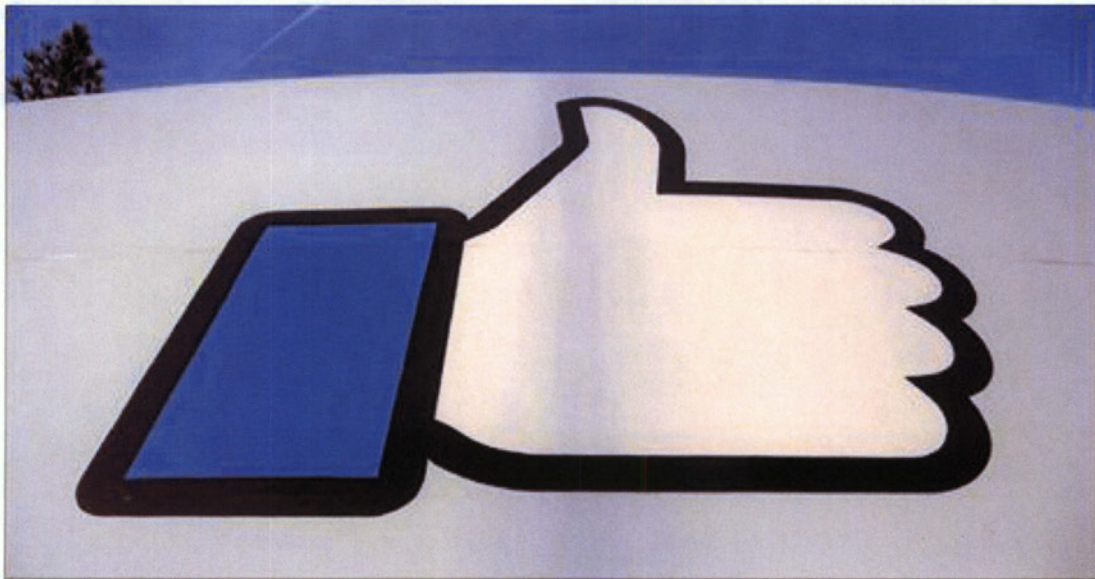
McKinley Avenue Agency

February 12 · 🌐



"The decline in usage coincided with Facebook facing up to its problems with false news, a toxic political atmosphere, and general dissatisfaction detected among its user base."

<http://adage.com/.../facebook-sees-gen-z-audience-sli.../312330/>



Facebook Sees Its Gen Z Audience Slipping Away to Snapchat

Facebook will see a drop in users younger than 25 years old in 2018, according to a report from eMarketer, while Snapchat would benefit most from the exodus.

ADAGE.COM



Like



Comment



Share



Not only are we committed to our clients and agency, but we are also involved in other organizations on campus. Yesterday was Ball State's Dance Marathon, and five of our team members helped raised \$653,011.23 and danced for 13.1 hours for the kids at Riley Children's Hospital! #BSUDM #FTK





McKinley Avenue Agency

March 2 at 3:00pm · 🌐

...

For this week's #FeaturedFriday, we have one of our senior designers, Lindsay Meyer! Lindsay is a junior, advertising major from Russia, Ohio. While at work, she enjoys exercising her creativity within an environment that brings together different unique skill sets for shared success. After graduation, she is looking forward to helping individuals and businesses communicate their purpose in visual ways. We are so happy you're on the team, Lindsay! Thank you for all of your beautiful and creative work!



Like

Comment

Share



59

Chronological ▾

1 Share

Twitter:



The image shows a Twitter profile page for the McKinley Avenue Agency. The header features a large profile picture of a smiling woman and man in an office setting. Below the picture is the agency's logo, a stylized 'MA' with the text 'THE MCKINLEY AVENUE AGENCY' underneath. To the right of the logo are statistics: 17 Tweets, 300 Following, 49 Followers, and 3 Likes. A red 'Following' button is also present.

McKinley Avenue Agency
@McKinleyAvenue_ Follows you

Ball State's advertising and creative services agency promoting your business to the Ball State and Muncie communities.

Muncie, IN
mckinleyvenue.com
Joined January 2018

Tweets **Tweets & replies** **Media**

McKinley Avenue Agency @McKinleyAvenue_ · Mar 14
There's about an hour left to the Roost Housing Fair! Thank you to all of our clients who participated in this event. Find your new home today! #HomeSweetRoost

Ball State Daily @BallStateDaily
The Roost Housing Fair is kicking off! Come check all the awesome housing options for next year! Stop by our booth to win a prize! #HomeSweetRoost

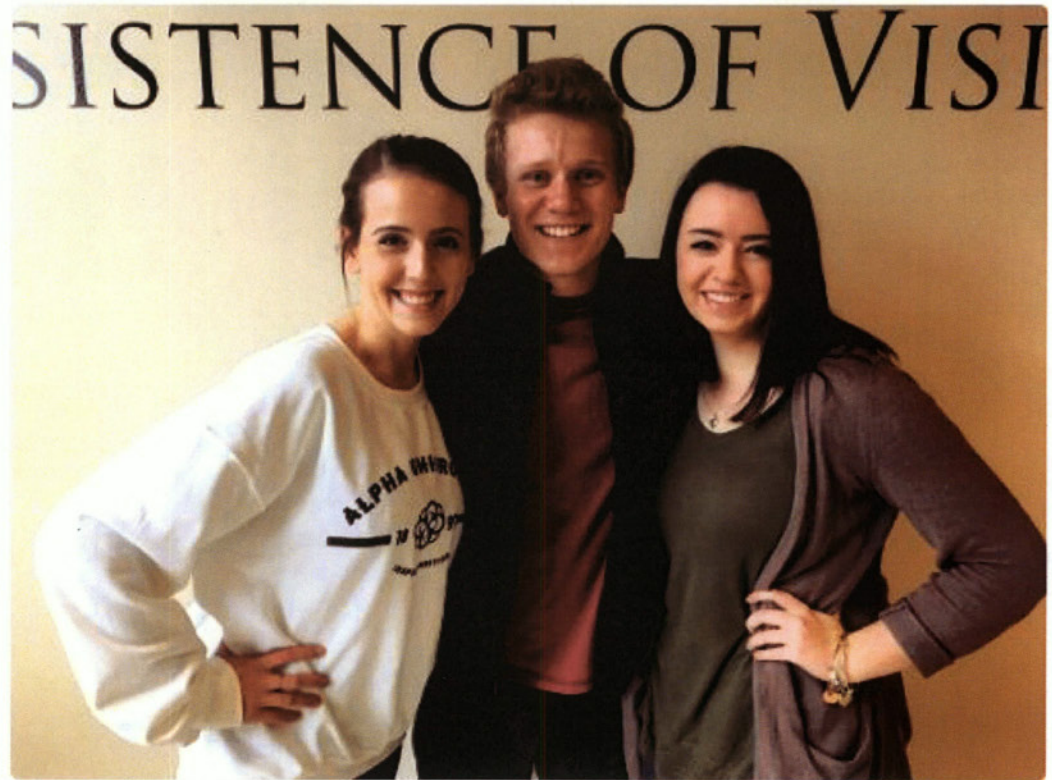
Who to follow Refresh · View all

- Jake Thomas** @JakeTTw... Follow
- BSU Journalism** @bsujourn Follow
- Journalism & Public Rel...** Follow



McKinley Avenue Agency @McKinleyAvenue_ · Feb 21

Congratulations to 3 of our team members, @hannariley98, @AlexGrieshop and @kaleighnicollee, who were selected to be on the 2018 @BSUhomecoming Steering Committee! We can't wait to see all of your hard work pay off in the fall! #BSUHC18



4



12





McKinley Avenue Agency @McKinleyAvenue_ · Jan 30

Super Bowl Sunday is right around the corner, which means Super Bowl commercials are coming out hot! Check out these commercials that have been released so far. Which one is your favorite?



All the 2018 Super Bowl Ads Released So Far

Check out every Super Bowl ad that was released before the game, most recent on top and updating frequently.

adage.com



2



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Sales



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@BallStateDaily



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THE MCKINLEY AVENUE AGENCY 

A UNIFIED MEDIA ALLIANCE

**We work to empower
local businesses
and garner professional expertise
through a variety of
creative, innovative and
strategic solutions.**

The McKinley Avenue Agency is a student-run advertising
agency at Ball State University